ARCO
Interior Wall Finishes

SPECIFY ARCO
TRADE MARK REG. U.S. PAT. OFF.

The Arcotone System

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THE term of Arcotone System is not inadvisably applied to Arco Wall Finishes but has been carefully selected to embrace the result of Arco's experience of many years, in the development of a line of advanced products for the finishing of interior walls.

This experience covers not only superiority of finish and priming coats but also color harmony as it pertains to eye strain, ease on the nervous system, light reflective values, as well as attention to sheens and lustres which, in a large measure, supplement these vital color needs.

Covering capacity, hiding properties and ease of working also come in for their share of consideration in the Arcotone System, as economy in use is an essential where painting of large surfaces is a factor.

Abusability likewise plays an important part in a wall finish. Elsewhere in this book will be seen the tests which must fit these products for use in schools, offices, public buildings, hospitals, homes, etc.

Washability is not to be overlooked. Many wall finishes are advertised to respond to scrubbing. Arcotone, however, "washes" easily (it also can be scrubbed), which means that by reason of its fine grinding, later to be described, that with only a few minutes of easy washing with a sponge and water that its original color and lustre can be restored.

Thus it becomes apparent that Arcotone in its varying effects is not just another wall finish—but a highly developed outstanding line of products and methods for apply them—best given the prominence they deserve when described as The Arcotone System.

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SUCCESSFULLY PAINTED WALLS

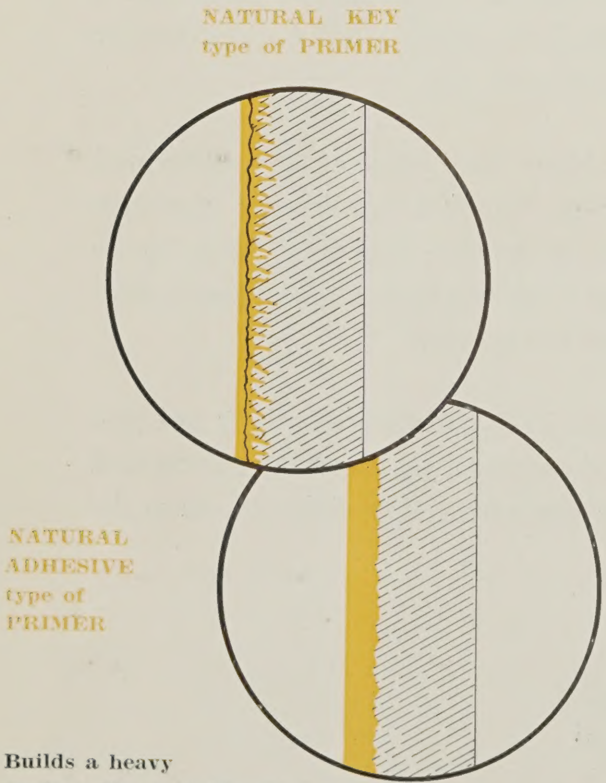
IN considering paint for the average interior wall, more attention is often given the finishing coats than to bringing up the surface to a proper foundation to receive them.

The most important coat to be applied to any surface, particularly an interior wall, is the first or foundation coat, as most cases of failure in the job are usually traceable directly to the undercoat.

Should the finish coat on a wall be offshade, have too much or too little gloss, or other similar difficulties, it is a simple matter to remedy the error by applying an additional coat of paint—but should the same coats peel, the situation becomes really serious.

Paint usually peels in spots, seldom if ever over the whole surface at the same time. Touching up the spots means an uneven, unsightly effect with more peeling to be expected. Eventually the wall must be scaled down to the plaster and this presents a tedious, expensive operation.

If the primer does not prevent absorption, a portion of the vehicle or liquids of the following coats are absorbed by the surface and causes spotting or discoloration of the finish.



Builds a heavy surface film to hold out following finish coats.

A proper foundation also lends materially to the durability of the following coats by reason of maintaining a stronger film structure through proper ratio of vehicle to pigment. Unbalanced ratios cause an uneven absorption or lack of vehicle on some spots and an excessive amount in others.

So important a part does the primer play in the finished wall painting job, that some Arco customers who kalsomine or decorate their walls with cold water paint each year, use Arco Undercoats as a first coat, finding that it will last and hold out many such finish coats.

In brief, the selection of the proper primer is as important in its work as the sinking of the huge caissons down to bed rock to support a giant skyscraper.

WALL PRIMERS

Primers or Undercoaters adhere to a surface by two distinct methods, or by a combination of both, the PENETRATION or NATURAL KEY METHOD and the NATURAL ADHESION METHOD.

The Penetration Method can best be explained by saying that a portion of the liquid flows into the open pores of the surface and in drying, hardens to pull itself around the protruding or high points, forming what is known as a "Mechanical Key."

The Natural Adhesive, or cementing type of primer adheres to the surface as a result of the sticky or adhesive nature of its vehicle, as differing from a mechanical key type.

Modern chemistry has developed many compositions possessing greater adhesive strength than the tensile strength of the objects cemented together, and the same principles may be applied in formulating a wall primer.

An Arco representative will gladly give full particulars for the selection of the primer, as well as for practical interior wall painting, and should be consulted for best results.

ARCOTONE WALL PRIMER

It is highly resistant to alkali, which is ever present in surfaces of plaster and masonry. In addition, it carries sufficient pigment of an improved formulation to give the normal covering which can be expected of one coat of paint.

Also stops hot spots and air checks, has easy working and unusual spreading capacity.

ARCO N. B. WALL PRIMER

N. B. Wall Primer is the penetrating or natural key type primer. As it is also a pigmented primer, possessing good covering and hiding, it usually gives good results for two-coat work. The vehicles are selected and treated to produce the most alkali-resistant results known to paint technology.

This product is especially adapted for plaster walls to be calcimined. One priming will enable many coats of calcimine to be applied and washed off without necessity of repriming.

THE ARCOTONE SYSTEM

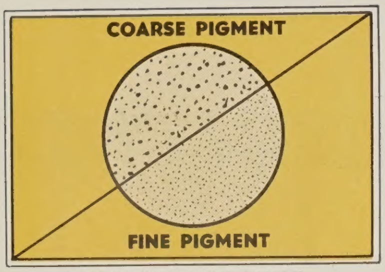
SUCCESSFUL wall finishes, today, are more or less standardized on basic ingredients of pigments and vehicles.

However, processes of manufacture play an important part in their finished results. The five-roller type mill shown on Page C6 is the latest development in grinding equipment and adds materially to the goodness of Arcotone quality. Through the grind it affords, a finer dispersion of pigments is had, which provides greater oil absorption, for better hiding, a more uniform film, and additional coverage.

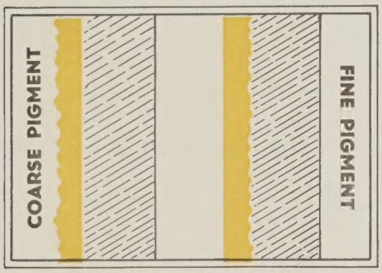
By the same reason, the film on the wall is smoother, making it less susceptible to the catching of dust and dirt and easier to wash to its original appearance. Where many coarser wall coatings require hard scrubbing for cleansing, it can be readily seen that owing to the smoothness of the film, a mild washing with little effort will quickly restore the original Arcotone color and sheen.

Arcotone is adaptable for schoolrooms where it may be easily washed to remove lead pencil and crayon marks—for the hospital where iodine and staining medicines come into contact with the walls—in the corridors of office buildings where matches are scratched and objects are scraped or rubbed against it—for the home where grease, dirt, fingerprints, etc., are some of the foes of painted walls.

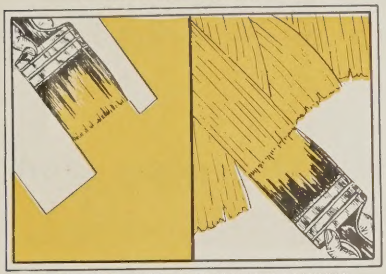
In brief, the Arcotone System is a time-tested, practical and economical method for all types of interior wall finishing.



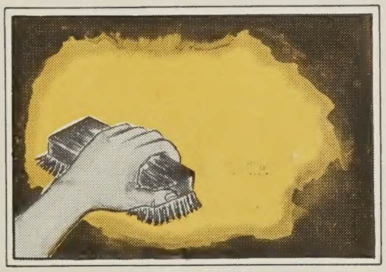
PIGMENT COVERING



DUST COLLECTING



NO LAPS—NO BRUSH MARKS



SCRUBBING

FINGER MARKS

RETENTION OF COLOR

ARCOTONE VELVET FINISH

A product that combines Arcotone Quality with a soft velvety lustre of finish, so desired in interior decoration today.

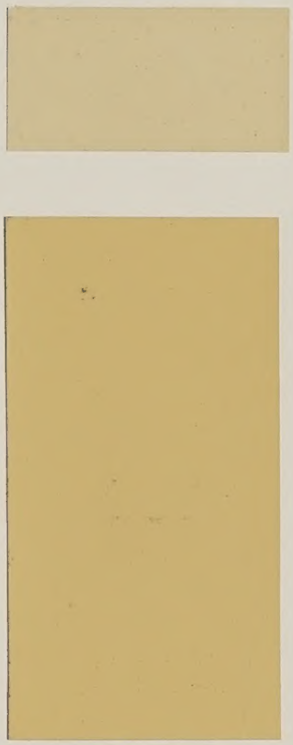
The lustre is known by the term "Angular Sheen" as the wall must be viewed from an angle to be fully appreciated.

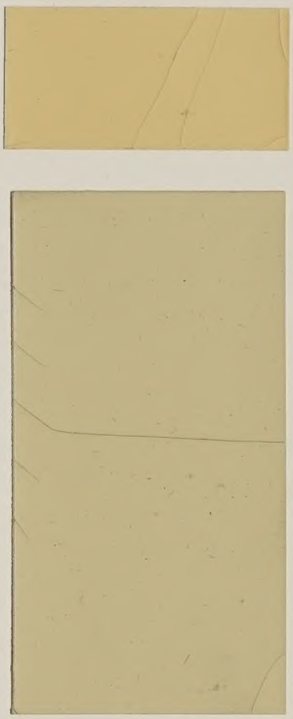
From a washability standpoint Arcotone Velvet Finish is a superior product to most others, as it washes readily, and comes out fresh and clean without the necessity of scrubbing.

The material applies readily and easily, without any particular skill, and without laps or brush marks, covers and hides well, drying readily without too much speed to endanger the life of the job.

If applied on an absorptive surface, it has sealing qualities sufficient, so that should it strike in or show dead spots, a second coat will come out quite perfect.

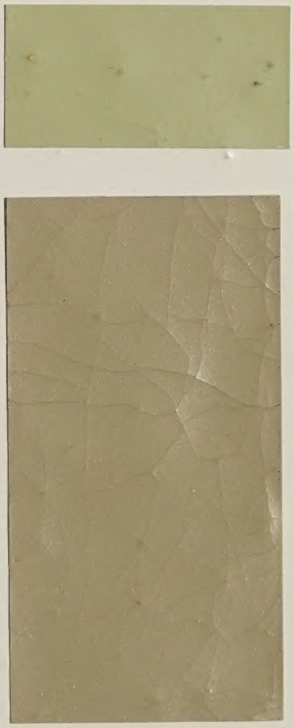
ARCOTONE VELVET FINISH





CEILING	No. 3036	No. 3033	No. 698
WALL	No. 3034	No. 4083	BASE No. 3036, STIPPLE No. 3211

ARCOTONE SEMI-GLOSS



CEILING	No. 3211	No. 697	No. 825
WALL	No. 746	No. 756	No. 4118

ARCOTONE SEMI-GLOSS

As the name indicates, a semi-gloss or egg-shell, differing from Velvet Finish in that it shows a shine or gloss.

Has excellent covering, working and flowing properties and is always enthusiastically received by the painter and owner alike. Will also carry a nice stipple, has unusual resistance to abrasive washing.

ARCOTONE FLAT FINISH

The same high quality as the balance of the Arcotone Line. Dries out perfectly flat without shiny or high spots—a difficult thing to expect in the average flat. Working, covering and wearing properties are excellent.

ARCO FLAT

A good medium-priced flat finish for large work where it is not possible to take advantage of long service, made for brush or spray work.

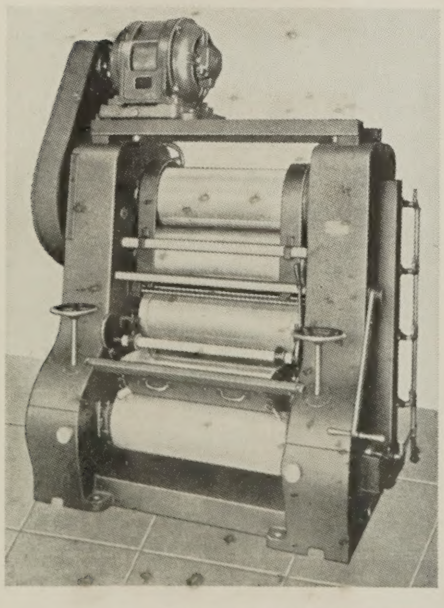
ARCO TEXTURE FINISH

A heavy paste consistency material that applies to plastered walls to produce various rough texture effects.

Either a brush or Trowel is used for applying after which the desired design may be worked out with a stippling brush, a sponge, trowel, spoon, etc.

ARCO STIPPLE-LITE

Stipple-Lite is a gloss stippling wall paint in paste form with Stipple-Lite Reducer as a vehicle to thin it to the proper consistency for application. Stipple-Lite Reducer with the proper amount of Stipple-Lite Paste also serves as an excellent penetrating type of wall primer. These two materials give a system of gloss stippling wall paints so prevalent a few years ago. It stands washing excellently and gives a nice stipple finish.

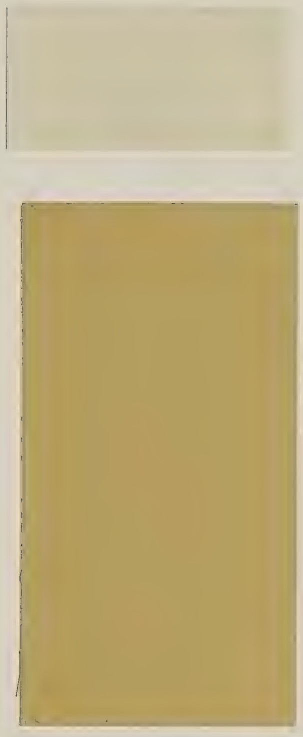
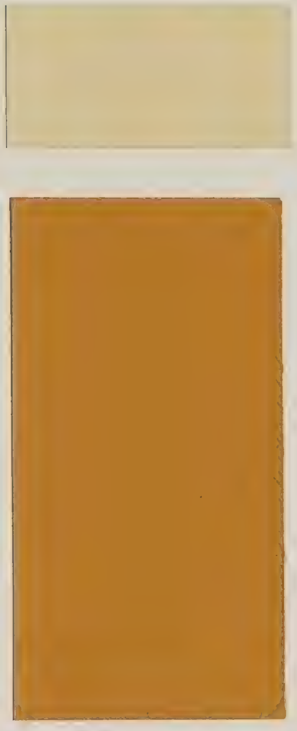


THE LATEST IMPROVED TYPE OF FIVE ROLLER MILL FOR FINE GRINDING

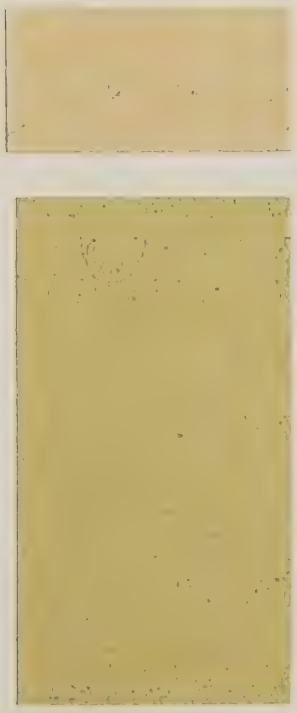
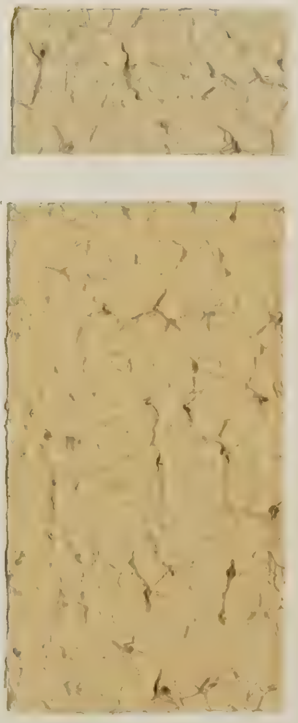
ARCO STIPPLE-TONE

Stipple-Tone is designed as a typical stipple wall paint carrying a sheen probably a little less than Arcotone Semi-Gloss and a little more than Velvet Finish. It has unusual covering ability and works extremely easy. It is designed strictly as a stippling wall paint to carry the maximum depth of stipple. This naturally is regulated by the thickness of the film and the time at which it is stippled. Any painter, after he has become acquainted with it, can regulate the stipple to suit his own needs.

ARCOTONE FLAT FINISH

CEILING	No. 264	No. 3036	No. 3033
WALL	No. 756	No. 3212	BASE No. 698, MOTTLE No. 6027
	ARCO STIPPLE-LITE	**ARCO STIPPLE-TONE**	**ARCO TEXTURE FINISH**

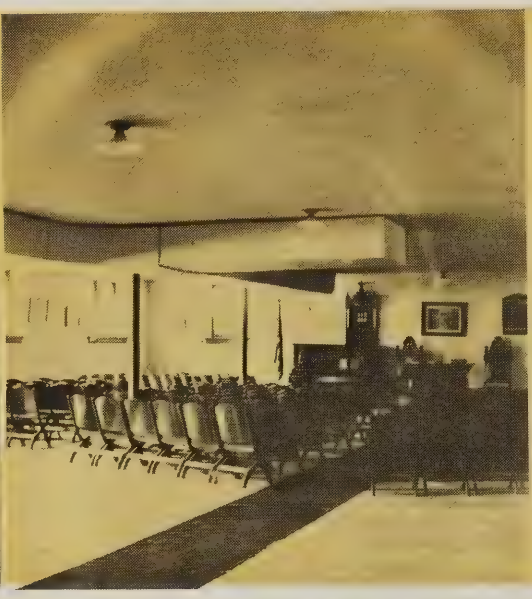



CEILING	No. 264	No. 264	No. 264
WALL	No. 4083	No. 697	No. 3034

SWARTHMORE COLLEGE LIBRARY, Swarthmore, Pa.

NIGHT VIEW—U. S. SENATE OFFICE BUILDIN
Washington, D. C.

ADMINISTRATION BUILDING—W. & J. COLLEGE,
Washington, Pa.—Built in 1793



Basement Sunday School Room —— FIRST ENGLISH LUTHERAN CHURC

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WASHBURN CROSBY MILLS, Minneapolis, Minn.

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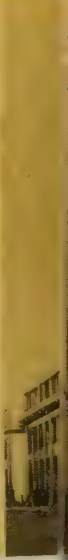

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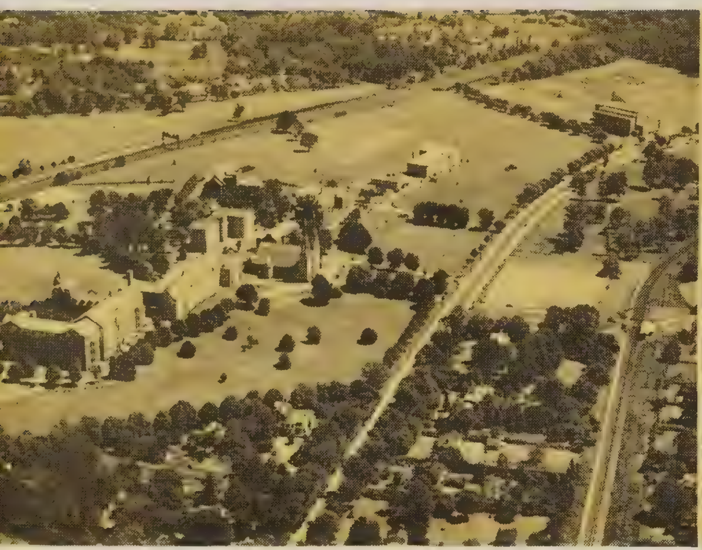
BLOOMFIELD HIGH SCHOOL, Bloomfield, N. J.

NT LIFE & ACCIDENT
BDG., Chattanooga, Tenn.

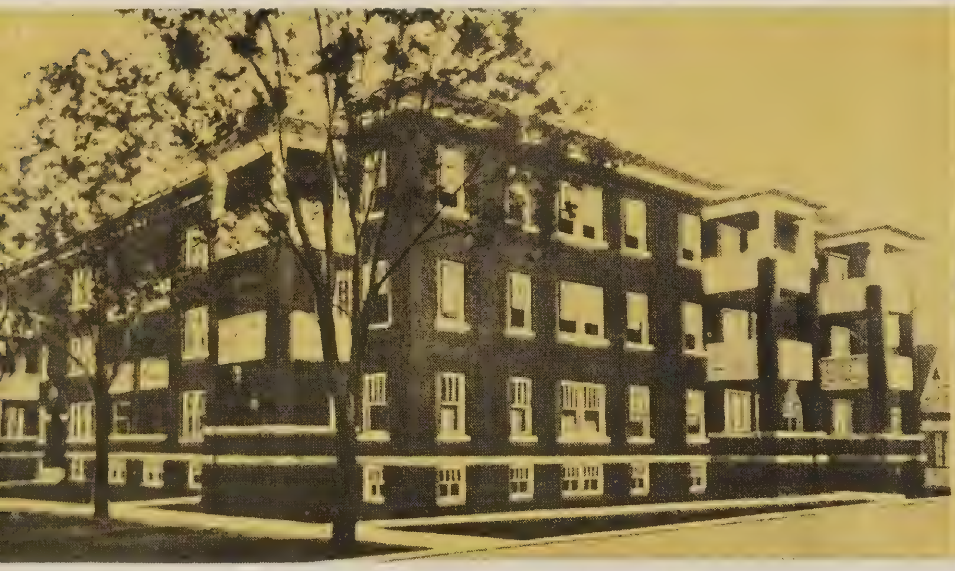
THE FOXBORO COMPANY, Foxboro, Mass.



VILLANOVA COLLEGE, Villanova, Pa.

ASTRA APT. HOTEL, Chicago

OFFICES, RUSSELL MILLER MILLING C
Minneapolis, Minn.



NEW MERCY HOSPITAL, Springfield, Mass.

ROOSEVELT JR. HIGH SCHOOL, Westfield, N. J

PILLSBURY ACADEMY, Owatonna, Minn.

VANCE HOTEL, Statesville, N. C.

SPRINGHAVEN COUNTRY CLUB, Chester, Pa.

HOTEL WHITING, Stevens Point, Wis.

ST. VINCENT'S HOME, Brooklyn, N. Y.

COMMERCIAL HOTEL, Eau Claire, Wis.

OSEPH HOOVER & SONS CO., Philadelphia, Pa.

NEW MERCY HOSPITAL, Springfield, Mass.

MUNICIPAL GROUP, Springfield, Mass.

DOLLY MADISON APARTMENTS, Greensboro, N. C.

DMINISTRATION BUILDING—THE WILLIAMSON FREE
SCHOOL OF MECHANICAL TRADES, Williamson, Pa.

THE MARGARET BELL MILLER SCHOOL, Waynesburg, Pa.

PENNSYLVANIA MILITARY COLLEGE, Chester, Pa.

INDIANA UNIVERSITY MEDICAL SCHOOL, Indianapolis, Ind.

DIRECTIONS FOR USING ARCOTONE

PRIMING COATS

Arcotone Primer and Arco N. B. Primer are designed for maximum Alkali resistance and adhesion to interior plaster and other masonry surfaces.

ARCOTONE WALL PRIMER

Arcotone Wall Primer should be thinned with Turpentine or an approved Turpentine substitute in an amount to meet conditions to which it is subjected. On a smooth hard finish plaster wall, it should be thinned up to one quart of thinner to one gallon of Primer.

On more porous surfaces, use less thinner. On exceptionally porous surfaces, such as sand finish plaster or poured concrete, it is well to add approximately one quart of the finish coat of paint to the Primer and apply without thinning.

On previously painted surfaces, where the old paint is particularly porous and dried out, a mixture of one-half Arcotone Primer and one-half finish coat gives a splendid foundation for the finish coat of paint. While the porosity of interior walls vary greatly, Arcotone Primer is designed to meet all conditions when used as outlined above. It is wise to apply small samples with different amounts of thinning, before proceeding with the entire job. After one coat of Arcotone Primer has been applied and brushed out to a smooth even film, if any dry or flat spots show up, they should be touched up with a second coat of Primer.

N. B. WALL PRIMER

N. B. Wall Primer should generally be applied as received in the container after it has been thoroughly mixed. In the case of an unusually dense hard finish plaster, a small amount of thinner, not to exceed one pint to the gallon of Primer, should be added for the sake of penetration. Where an extremely porous surface, thoroughly dried out, is encountered, or where used over previously painted surfaces on which the old paint has become dried out and lifeless, a quantity of the finish coat should be added and the combined mixture thinned a reasonable amount, not to exceed one quart to the gallon, for the sake of penetration.

N. B. Wall Primer is particularly adaptable as a priming coat under Kalsomine or other water mixture.

FINISH COATS

ARCOTONE VELVET FINISH FLAT AND SEMI-GLOSS

These materials should be thinned with Turpentine or an approved Turpentine substitute. The amount of thinning should be governed by the results desired and in no case to exceed one quart to the gallon.

For one coat repaint work, these materials should be thinned only a small amount, for the sake of increasing the flow and workability. A quart of thinner to a five gallon can of either Arcotone Velvet Finish, Arcotone Semi-Gloss or Arcotone Flat, is usually sufficient where maximum covering is desired.

Where Arcotone Velvet Finish, Semi-Gloss or Flat is apllied over Arcotone Primer or is used in two coat work, more thinning is desirable. In no case should this thinning be more than one quart to the gallon.

Where Arcotone Velvet Finish, Semi-Gloss or Flat is to be stippled, it is recommended they be applied without thinning. When used for three coat operations over Arcotone Primer or N. B. Wall Primer, the second or intermediate coat should be a mixture of the finish coat (either Arcotone Velvet or Semi-Gloss or Flat) and the Primer. Usually one quart of primer to the gallon of any of these finish coats, will produce excellent results. The third or finish coat, should be a coat of the Arcotone Velvet or Arcotone Semi-Gloss or Arcotone Flat, thinned with Turpentine or an approved Turpentine substitute.

ARCO FLAT

Arco Flat is a general purpose interior flat wall paint. It can be used in the same manner employed for general purpose flat wall paints.

For a stipple finish it should be applied without thinning. For brush application it can be thinned up to one quart of turpentine or an approved turpentine substitute to one gallon of Arco Flat.

ARCO TEXTURE FINISH

Arco Texture Finish should be applied as received in the container. Be sure and stir or churn well to get a uniform mixture. It should be applied over a properly primed or sealed surface.

STIPPLE-TONE

Stipple-Tone is a heavy bodied stippling wall paint. It should be applied over a properly primed and sealed surface by flowing on a heavy coat of the material as received in the container.

The type of Stipple desired should govern the time to stipple after application. If a sharp, deep stipple is desired, a greater time should elapse between the actual brush application and the stippling. If a round "orange peel" finish is desired, it should be stippled immediately. If a very fine "lead and oil" finish is desired, Stipple-Tone should be thinned approximately one pint of Turpentine or an approved Turpentine substitute per gallon of Stipple-Tone. Drying conditions will alter the above directions. The time between application and stippling can accurately be determined by applying a small sample on the job in advance.

STIPPLE-LITE

First or priming coat should be reduced with Stipple-Lite Reducer, depending upon the porosity of the surface and the amount of covering desired in the first coat.

Where two coats are to be used as the complete job, the first coat should be Stipple-Lite reduced approximately 25% with Stipple-Lite Reducer. Where less covering and more penetration is desired, Stipple-Lite should be reduced 50% with Stipple-Lite Reducer.

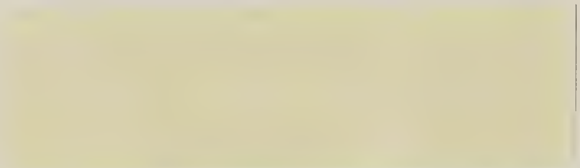
In the case of a three coat job, Stipple-Lite should be reduced 100% or gallon for gallon of Stipple-Lite Reducer.

The finish coat of Stipple-Lite should be applied over a well sealed surface, as received in the container, or with the addition of a small amount of Stipple-Lite Reducer. If a medium texture is desired, 10% Stipple-Lite Reducer added gives excellent results. In any case, Stipple-Lite should be flowed on with a heavy uniform coat for the sake of obtaining a satisfactory stipple finish.

The type of finish desired should regulate the amount of time between the application of the finish coat and the actual stippling. If a round orange peel finish is desired it should be stippled immediately after application. If a sharper and deeper stipple is desired, a reasonable length of time should elapse before stippling. This can best be judged by applying a small sample under local conditions.

COLOR SHADES

ARCOTONE VELVET FINISH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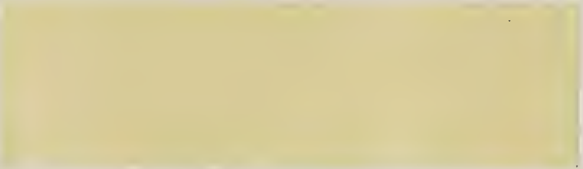
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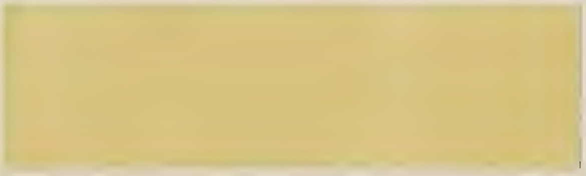
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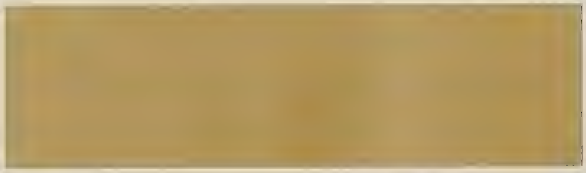
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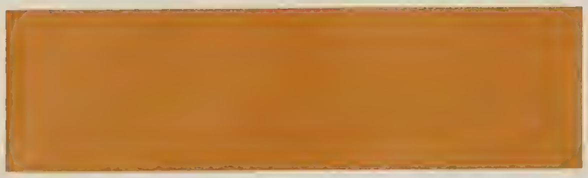
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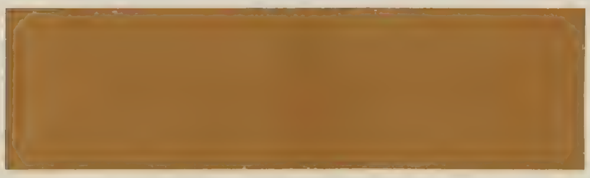
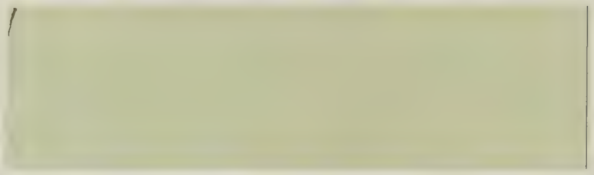
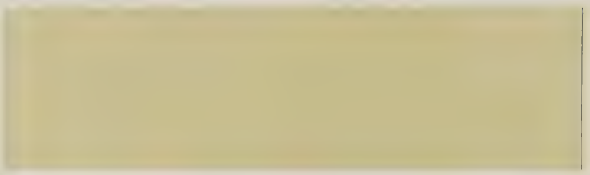

No. 746—LIGHT BROWN


No. 825—LIGHT BLUE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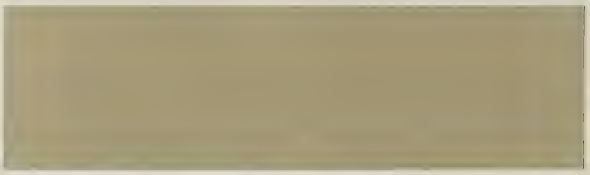
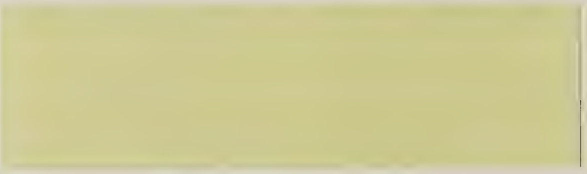

No. 4118—MEDIUM GRAY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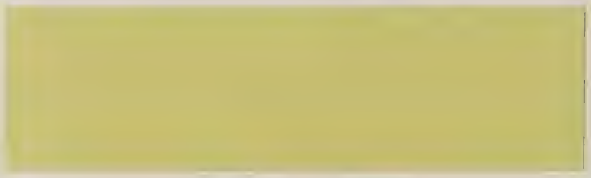
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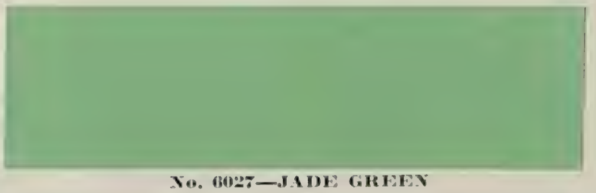
No. 6027—JADE GREEN

No. 264—WHITE

No. 3033—IVORY WHITE

NOTE—The same shades and numbers apply to Arcotone Flat Finish, Semi-Gloss, Stipple-Lite, and Stipple Tone. Be sure to specify the finish and color in ordering.

PARTIAL LIST OF ARCOTONE USERS

Evanston Hospital Assn.	Evanston, Ill.
Modern Management Assn.	Chicago, Ill.
Vance Hotel	Statesville, N. C.
Rochester General Hospital	Rochester, N. Y.
Strong Memorial Hospital	Rochester, N. Y.
B. Altman & Company	N. Y. C.
Best & Co.	N. Y. C.
Oppenheim & Collins	N. Y. C.
Collingwood Hotel	N. Y. C.
Cumberland Hotel	N. Y. C.
Gotham Hotel	N. Y. C.
Alcazar Hotel	N. Y. C.
Aberdeen Hotel	N. Y. C.
Hotel Whitehall	N. Y. C.
Martinique Hotel	N. Y. C.
Chase Bank Bldg.	N. Y. C.
Washburn Crosby Co., Inc.	Minneapolis, Minn.
Russell-Miller Milling Co.	Minneapolis, Minn.
St. Peter Public Schools	St. Peter, Minn.
Bethany Lutheran College	Mankato, Minn.
Josten Mfg. Co.	Ottawa, Minn.
Pillsbury Academy	Owatonna, Minn.
Faribault Public Schools	Faribault, Minn.
Dr. C. O. Sahler Sanitarium	Kingston, N. Y.
Sacred Heart Orphan Asylum	West Park, N. Y.
Briarcliff Lodge	Briarcliff Manor, N. Y.
Mount Kisco High School	Mount Kisco, N. Y.
Friars of Atonement	Garrison, N. Y.
Sisters of Atonement	Garrison, N. Y.
Howard C. Dakin	Mount Kisco, N. Y.
Ernest Simons Mfg. Co.	Port Chester, N. Y.
Blind Brook Lodge	Rye, N. Y.
Luckey-Platte & Co.	Poughkeepsie, N. Y.
Arden Dairy Farms	Arden, N. Y.
Epiphany Apostolic College	Newburgh, N. Y.
Home of the City and Town of	Newburgh, N. Y.
Village of Walden	Walden, N. Y.
Hofstatters Sons, Inc.	Long Island City, N. Y.
Roosevelt Junior High School	Westfield, N. J.
Mt. Hebron School	Montclair, N. J.
Bloomfield High School	Bloomfield, N. J.
Jersey Central Power & Light Co.	
City of Springfield	Springfield, Mass.
High School of Commerce	Springfield, Mass.
Technical High School	Springfield, Mass.
Springfield Municipal Water	Springfield, Mass.
Mercy Hospital	Springfield, Mass.
Wesson Hospital	Springfield, Mass.
Holyoke Gas & Electric Co.	Holyoke, Mass.
Westfield Gas & Electric Co.	Westfield, Mass.
Smith Vocational School	Northampton, Mass.
Manchester Gas Co.	Manchester, N. H.
H. C. Baxter & Bros.	Brunswick, Me.
W. W. Thomas	Portland, Me.
New England Cold Storage	Portland, Me.
New Chase House	Portland, Me.
A. B. Classon Co.	Cincinnati
H. & S. Poque Co.	Cincinnati
Commonwealth Shoe Co.	Whitman, Mass.
Villanova College	Swarthmore
Welfare & Recreational Ass'n	Washington, D. C.
Iowa State Teachers College	Cedar Falls, Iowa
Forrester Bldg	Mason City, Iowa
John G. Miller Construction Co.	Waterloo, Ia.
Chansler Canfield Midway Oil Co.	Los Angeles, Calif.
Sperry Flour Co.	Los Angeles, Calif.
Kern County General Hospital	Bakersfield, Calif.
Fortuna Union High School	Fortuna, Calif.
Fresno Irrigation District	Fresno, Calif.
California Hardware & Implement Co.	Modesto, Calif.
Scotia Volunteer Fire Dept.	Scotia, Calif.
Taylors & Edwards Warehouse	Seattle, Wash.
Peterson & Sons	Tacoma, Wash.
Superintendent of Schools	Chandler, Ariz.
Clemenceau Public School	Clemenceau, Ariz.
University of Arizona	Tucson, Ariz.
G. C. Murphy Co.	Swissvale, Penna.
Columbia Terminals Company	
Lucy Rowland Hall at DePauw University, Ind.	
Anderson Bank Bldg.	Anderson, Ind.
Indiana Bell Telephone Co.	Indianapolis, Ind.
Commercial Hotel	Eau Claire, Wisc.
Galloway Hotel	Eau Claire, Wisc.
The Andway Hotel	Superior, Wisc.
Athens City Board of Education	Athens, Ohio
Athens Junior High School	Athens, Ohio
Dolly Madison Apartments	Greensboro, N. C.
Carolina Cotton and Woolen Mills	Spray, N. C.
M. P. Children's Home	High Point, N. C.
Kennedy Home	Kinston, N. C.
Mills Home	Thomasville, N. C.
Vance Hotel	Statesville, N. C.
Yadkin Hotel	Salisbury, N. C.
The Memorial Hospital	Cheyenne, Wyo.
Emil Bertagnolli	Rock Spring, Wyo.
New York Telephone Co.	Albany, N. Y.
Kingsboro Silk Mills	Gloversville, N. Y.
Specialty Insulating Mfg. Co.	Hoosick Falls, N. Y.
E. S. Parkhurst & Co., Inc.	Gloversville, N. Y.
Marion Grade School	Marion, Kansas
Great Bend Court House	Great Bend, Kansas
Plans Consolidated High School	Plains, Kans.
Plains Consolidated Grade School	Plains, Kans.
Argonia High School	Argonia, Kansas
Sharon Schools	Sharon, Kansas
Toers and Goss Motor Co.	McPherson, Kansas
Windom High School	Windom, Kansas
Lexington Kentucky Board of Education.	
The John Shillito Dept. Store	Cincinnati, Ohio (by J. H. Greiuve, Inc.).
Reber Korn Co.	Allentown, Pa.
St. Luke's Hospital	Bethlehem, Pa.
J. E. Edwards & Son	Allentown, Pa.
Arthur P. Houser, Gen. Contr.	Emaus, Pa.
Kozero Bros., Contractors	Northampton, Pa.

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